

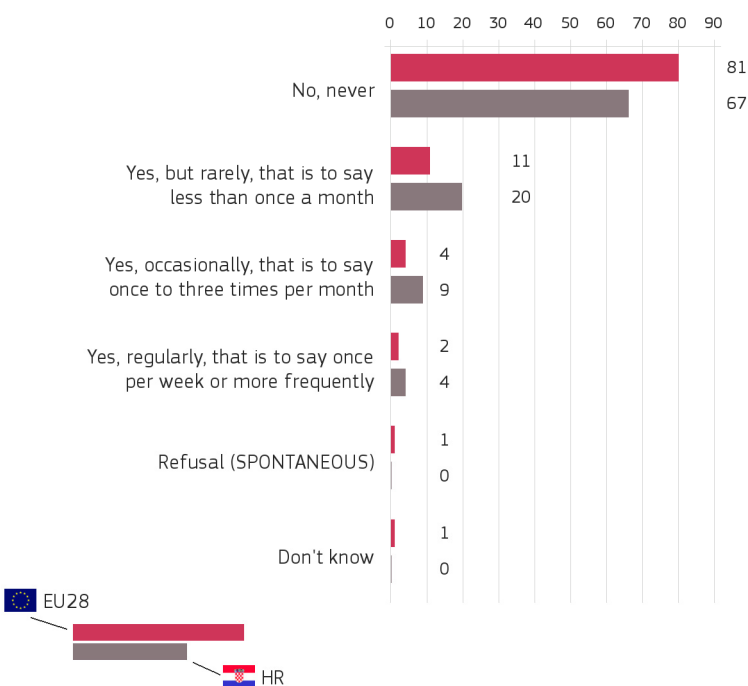
27.643 interviews  
04 > 20 / 12 / 2018

1.010 interviews  
05 > 16 / 12 / 2018

Methodology: face-to-face

## 1. PENETRATION OF CIGARETTES IN THE BLACK MARKET

**QB3** Have you ever been offered black market cigarettes to buy or smoke? (%)



Base: all respondents

**QB3** Have you ever been offered black market cigarettes to buy or smoke? (%)

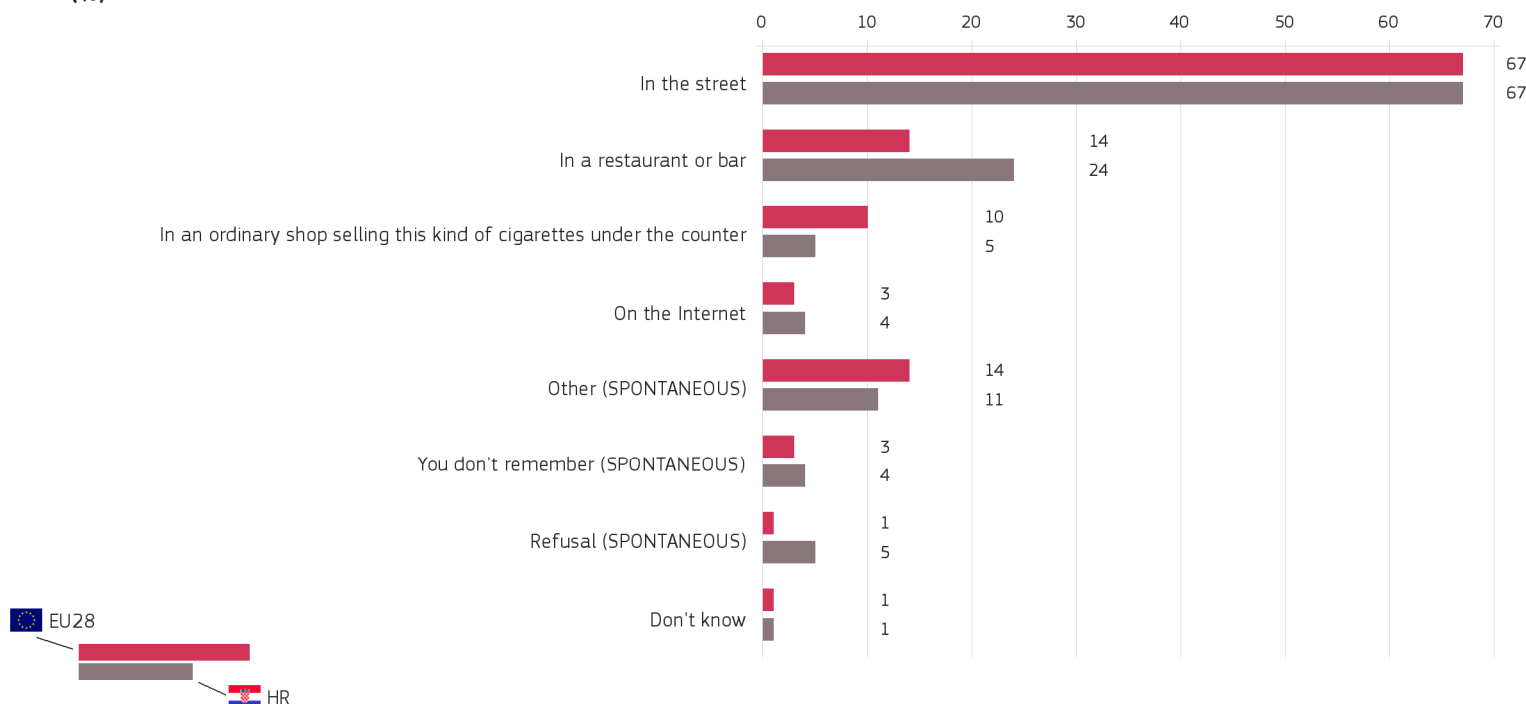
Answer: Total 'Yes'	EU28	HR
TOTAL	17	33
<b>Gender</b>		
Man	22	42
Woman	12	23
<b>Age</b>		
15-24	17	34
25-39	22	36
40-54	22	39
55+	11	25
<b>Education (End of)</b>		
15-	14	16
16-19	19	36
20+	17	32
Still studying	15	27

Socio-demographic breakdown

Base: all respondents

## 2. WHERE DO CONSUMERS GET THEIR BLACK MARKET CIGARETTES? (1/2)

**QB4** Where were you offered this type of cigarettes? (MULTIPLE ANSWERS POSSIBLE) (%)



Base: respondents who have been offered black market cigarettes to buy or smoke

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## 2. WHERE DO CONSUMERS GET THEIR BLACK MARKET CIGARETTES? (2/2)

**QB4** Where were you offered this type of cigarettes?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

Answer: In the street	EU28	HR
TOTAL	67	67
<b>Gender</b>		
Man	67	69
Woman	65	63
<b>Age</b>		
15-24	74	62
25-39	64	69
40-54	66	64
55+	66	69
<b>Education (End of)</b>		
15-	66	57
16-19	64	66
20+	69	71
Still studying	68	70

Socio-demographic breakdown

Base: respondents who have been offered black market cigarettes to buy or smoke

**QB4** Where were you offered this type of cigarettes?  
(MULTIPLE ANSWERS POSSIBLE)  
(%)

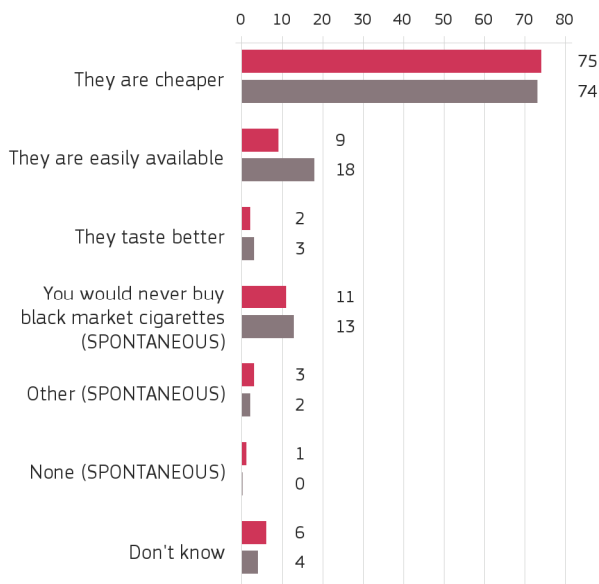
Answer: In a restaurant or bar	EU28	HR
TOTAL	14	24
<b>Gender</b>		
Man	16	26
Woman	11	20
<b>Age</b>		
15-24	16	35
25-39	12	14
40-54	15	23
55+	15	26
<b>Education (End of)</b>		
15-	18	43
16-19	13	22
20+	15	22
Still studying	12	25

Socio-demographic breakdown

Base: respondents who have been offered black market cigarettes to buy or smoke

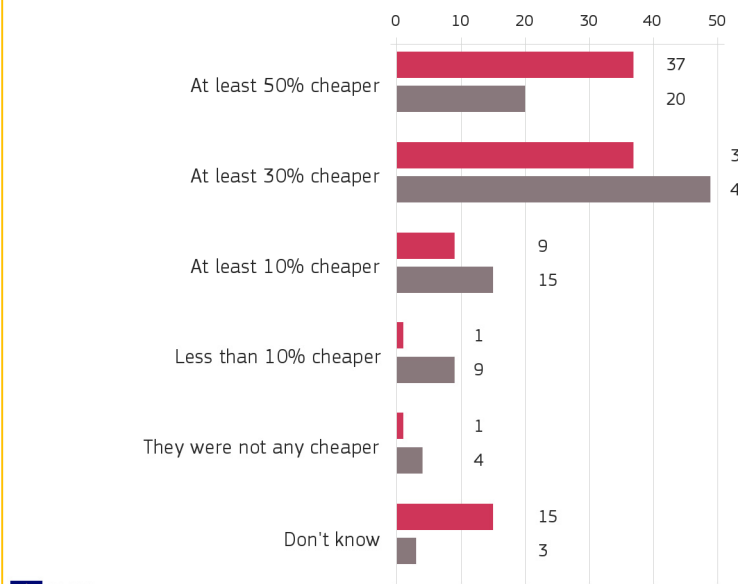
## 3. REASONS FOR SMOKING BLACK MARKET CIGARETTES

**QB7** From your point of view, what are the main reasons for smoking black market cigarettes? (MAX. 2 ANSWERS)  
(%)



Base: all respondents

**QB5** Approximately how much cheaper, if at all, were the black market cigarettes offered to you compared to legal cigarettes?  
(%)



Base: respondents who have been offered black market cigarettes to buy or smoke

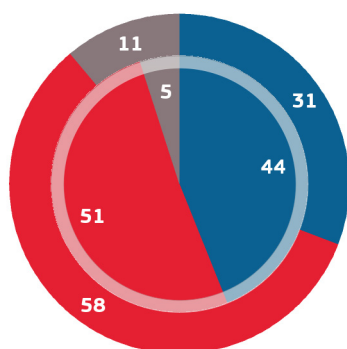
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Methodology: face-to-face

#### 4. CONFIDENCE IN ABILITY TO DISTINGUISH A PACKET OF BLACK MARKET CIGARETTES FROM A LEGAL PACKET

**QB6** How confident or not are you that you would be able to distinguish a packet of black market cigarettes from a legal packet? (%)



● Total 'Confident'  
● Total 'Not confident'  
● Don't know

EU28 Outer pie HR Inner pie

Base: all respondents

**QB6** How confident or not are you that you would be able to distinguish a packet of black market cigarettes from a legal packet? (%)

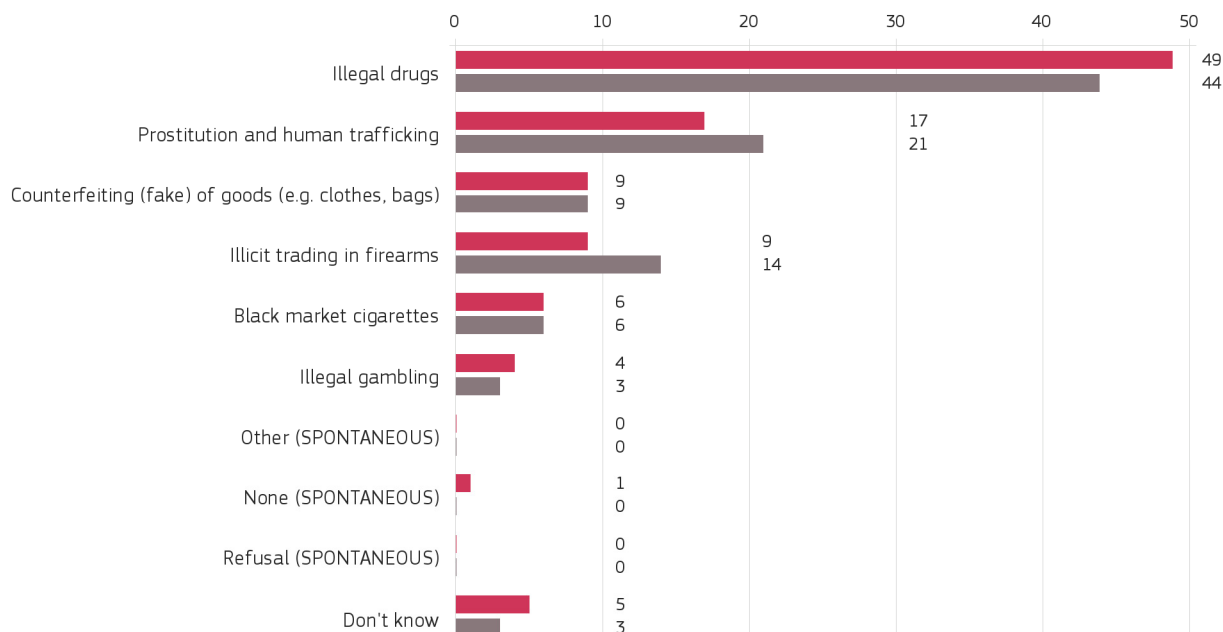
Answer: Total 'Confident'	EU28	HR
TOTAL	31	44
<b>Gender</b>		
Man	38	56
Woman	24	35
<b>Age</b>		
15-24	32	46
25-39	38	56
40-54	35	51
55+	24	34
<b>Education (End of)</b>		
15-	27	25
16-19	36	47
20+	29	49
Still studying	27	40

Socio-demographic breakdown

Base: all respondents

#### 5. SINGLE MOST IMPORTANT SOURCE OF REVENUE FOR ORGANISED CRIME

**QB8a** Within the EU, which of the following do you think is the most important source of revenue for organised crime? (%)



Base: all respondents

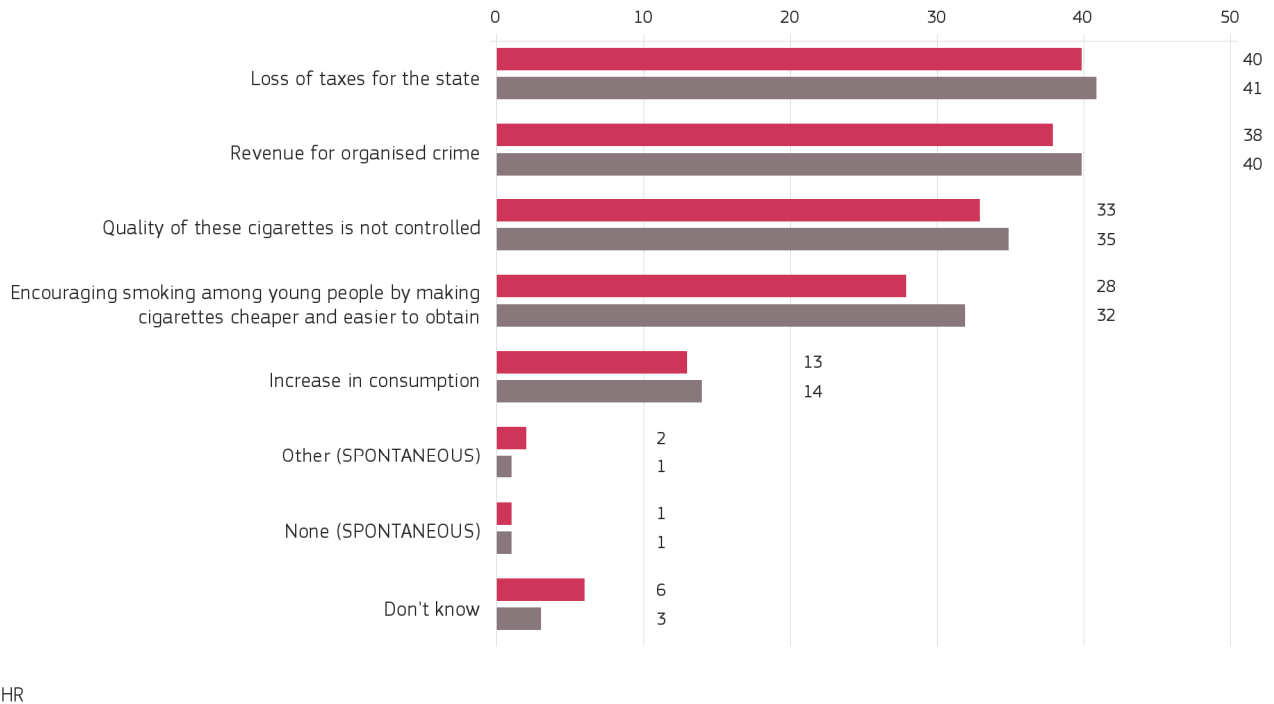
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Methodology: face-to-face

## 6. MAIN CONCERNS REGARDING CIGARETTES IN THE BLACK MARKET

**QB9** From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)  
(%)



Base: all respondents

**QB9** From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)  
(%)

Answer: Loss of taxes for the state	EU28	HR
TOTAL	40	41
<b>Gender</b>		
Man	44	42
Woman	37	41
<b>Age</b>		
15-24	29	32
25-39	41	37
40-54	43	44
55+	42	45
<b>Education (End of)</b>		
15-	41	40
16-19	42	42
20+	42	44
Still studying	28	28

Socio-demographic breakdown

Base: all respondents

**QB9** From your point of view, what are the main problems of the black market in cigarettes? (MAX. 2 ANSWERS)  
(%)

Answer: Encouraging smoking among young people by making cigarettes cheaper and easier to obtain	EU28	HR
TOTAL	28	32
<b>Gender</b>		
Man	27	30
Woman	30	34
<b>Age</b>		
15-24	34	37
25-39	27	31
40-54	27	30
55+	28	32
<b>Education (End of)</b>		
15-	29	33
16-19	27	32
20+	28	32
Still studying	35	30

Socio-demographic breakdown

Base: all respondents